

PROJECT NUMBER: 4022
PROJECT TITLE: International Product Development
PERIOD COVERED: January, 1988
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I. V-88 PROJECT (PANAMA)

- A. Objective: Develop a product for Panama to compete against the local Viceroy.
- B. Results: Prototypes with a new blend have been produced and submitted for analytical and subjective evaluations.
- C. Plans: Subjective results to date indicate that additional casings and/or flavor systems will need to be evaluated.

II. PROJECT DRAGON (PEOPLES REPUBLIC OF CHINA)

- A. Objective: Develop a "blended" KS cigarette to be a non-PM trademark owned and manufactured by CNTC. Tar targets: 17-19 mg (GCF-2 factory), and less than 15 mg (ZCF factory).
- B. Results: Analytical results from GCF-2 prototypes made at GCF-2 and smoked in Richmond and China demonstrated comparable numbers except for a 4mg discrepancy in FTC tar deliveries.
- C. Plans: Contacted Hong Kong office for communication with GCF-2 pertaining to analytical results.

III. MARLBORO IMPROVEMENT (MEXICO)

- A. Objective: Evaluate the Mexican Marlboro made with USA produced flavor concentrates.
- B. Results: Marlboro LS control and Marlboro test #1 (using USA flavor concentrates) were prepared the week of January 15th.
- C. Plans: Samples have been submitted for analytical and subjective evaluations. Results are expected the first of February. A consumer test is scheduled in Mexico for February 1, 1989.

IV. MARLBORO CLASSIC (AUSTRALIA)

- A. Objective: Develop Marlbor 83mm Box with a 13.5mg tar and Marlboro Lights Box (regular & menthol) at 10.5mg tar.
- B. Results: Prototype with the Marlboro USA blend was selected.
- C. Plans: Proceed with the development of the Marlboro Lights regular and menthol products.

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